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SOCIAL SERVICES PLAN

January, 1976

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CITY OF SANTA BARBARA

SOCIAL SERVICES PLAN

January, 1976

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SOCIAL SERVICES PLAN

January, 1976

Presented to

David T. Shiffman
Mayor

Councilmember Sheila Lodge
(Mayor Pro Tempore)
Councilmember Gus Chavalas
Councilmember S. L. "Bud" Eyman
Councilmember Leo Martinez
Councilmember Lawrence D. Schatz
Councilmember Nyle G. Utterback

By

Ad Hoc Social Services Plan
Review Committee

Adopted by Council Action
January 13, 1976



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SOCIAL SERVICES PLAN

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INTRODUCTION

In April of 1971, the Santa Barbara City Council adopted as official City policy a report of the Citizens' General Plan Goals Committee. This report detailed various goals for the City of Santa Barbara in terms of the General Plan. Included among these goals was a section specifically denoting social goals. Three specific items were detailed. First, the City would encourage the widest possible citizen participation in local government, welcoming and encouraging minority group participation, revising qualifications and limitations for elective and appointive positions where necessary, and providing that Council and commissions should meet in evening session when necessary and appropriate so that all citizens might take part. Second, it would be City policy to institute a broad, community-wide, implementation-oriented program for the redress of social problems emphasizing causes, such as, lack of educational and employment opportunities for the economically disadvantaged, rather than symptoms. Thirdly, it would be City policy to insure that actions of local government were fully responsive to social problems as well as to physical, economic, and political problems.

Two years later, in October of 1973, the League of California Cities at its regular annual meeting took action very similar to the action taken by the City Council of Santa Barbara in 1971. The League of California Cities adopted as part of its action plan a resolution relating to the social responsibilities of cities. This resolution

INTRODUCTION (continued)

and the emphasis of the League of California Cities can be summarized in the following paragraphs.

Cities should assume the responsibility of assessing social needs within the city and insuring that delivery of social services is adequate commensurate with those needs. Cities should coordinate and evaluate social services by other governmental agencies and encourage and cooperate with the private sector in a similar capacity recognizing that many social services are provided by community and private organizations. Cities should be authorized to develop a social services general plan element indicating the goals and objectives, standards and priorities, for meeting community social needs. In addition, cities should also prepare a social services operational plan to implement the goals and objectives of their general plan element. The strengthening of the social planning process at the local level would seek to eliminate the overlapping and duplication of services and identify service gaps. Social services planning could then be related and coordinated with physical, economic and environmental planning. In addition to planning and evaluation responsibilities, cities should have the option to deliver certain social services when they wish to increase the basic level provided by the county when called for in the city planning process.

Cities should be encouraged to develop a local advisory council to develop the social services plan, and counties should

INTRODUCTION
(continued)

be encouraged to develop a similar advisory city and county planning council with majority city membership from those cities which have adopted a social services general plan element¹

The response of the City of Santa Barbara to the Council action of 1971 and the action of the League of California Cities in 1973, has been the development of a Preliminary Social Services Plan for the City. This plan has been developed through the efforts of staff of the Community Relations Department beginning in Fiscal Year 1975. In May of 1975, City Council appointed an Ad Hoc Social Services Plan Review Committee for purposes of reviewing a draft plan. This Committee met from June through December of 1975 and made significant amendments to the plan. The Committee also developed specific recommendations for the City Council as to how the Social Services Plan might be implemented. Recommendations included the establishment of a permanent City Social Services Planning Board.

The plan, at present, details various areas of concern in terms of problem statements, goals that will be set, and methodologies expressed to reach various goals. The twenty-eight (28) areas of concern detailed in the plan are grouped into seven (7) broad categories for purposes of discussion.

On December 16, 1975, City Council adopted the Social Services Plan and the various recommendations of the Ad Hoc Committee for review. A hearing for the plan was held on January 13, 1976, and the recommendations for implementation of the Social Services Plan were approved.

¹League of California Cities, "Action Plan Resolution #3 - Social Responsibilities of Cities" (San Francisco, California, October 24, 1973)

CITY OF SANTA BARBARA

January 13, 1976

TO: Mayor and City Council (For Council Action)
FROM: Ad Hoc Social Services Plan Review Committee
SUBJECT: CITY OF SANTA BARBARA SOCIAL SERVICES PLAN

RECOMMENDATION:

That the attached Social Services Plan be adopted as the official policy of the City of Santa Barbara;

That a City Social Services Planning Board be formed and authorized to be responsible for regular review, revision, and monitoring of the City of Santa Barbara Social Services Plan;

That the composition of this Board include representatives from the following groups:

Commission on Aging
Community Action Commission
Community Relations Commission
Fire and Police Commission
Housing Authority
Parks Commission
Planning Commission
Recreation Commission

Santa Barbara Council on Social Services
South Coast Coordinating Council
United Way

That the City Community Relations Department staff be authorized to provide support to the Board using existing department resources.

DISCUSSION:

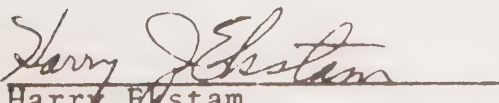
On May 13, 1975, City Council approved the establishment of an Ad Hoc Social Services Plan Review Committee charged with the responsibility for making recommendations to City Council regarding the draft Social Services Plan completed by City staff. During the past six (6) months

the Committee has met on an average of once a month and discussed the draft Social Services Plan. These meetings and discussion therein have led to significant changes in the Social Services Plan in terms of problem statements, definition of goals, and detailing of methodology.

It is the Committee's opinion that the various statements and proposed activities detailed in the Social Services Plan should be adopted as official City policy as a basic outline of the City of Santa Barbara's responsibility toward assuring that social service needs of residents are being met. The Committee has worked under the assumption that the Plan is one designed to detail potential City activities which can be undertaken at no cost for the most part. It is neither the intent of the Committee nor of this Plan that the City of Santa Barbara should become a primary provider of social services. Rather, there is an emphasis on advocacy roles for City government.

In order to assure that this Social Services Plan becomes a viable policy statement, the Committee is recommending that it be allowed to continue its work with a more permanent mandate. This involves authorization for the formation of a Social Planning Board for the City with membership drawn from existing City commissions, committees, and private agencies. This broad spectrum of involvement has been most beneficial during the past seven (7) months as different perspectives have been brought to bear on the various social needs defined in the Plan. This wide range of perspectives and opinions should be allowed to continue.

The recommended Board would receive staff support from the Community Relations Department. The Board would be charged with regular review and monitoring of the Social Services Plan with an aim toward prioritization of City activities and eventual incorporation of this Plan as an element in the City of Santa Barbara General Plan.


Harry Ekstam
Acting Chairperson

HE:pae

attach.

A R E A S

O F

C O N C E R N

EDUCATIONAL SERVICES

Adult and Continuing Education

Problem Statement:

Adults who are unable to read and/or write are substantially impaired in their ability to obtain and retain employment. These individuals are in need of basic educational opportunities.

Goals:

The City will encourage continuance and expansion of programs geared to meet community adult education needs in order to encourage individual educational fulfillment as well as provision of basic educational opportunities.

Methodology:

The City will encourage the following:

1. Continuance of adult basic education projects by local education agencies; and
2. Development of special interest courses designed to meet needs for individual educational fulfillment.

EDUCATIONAL SERVICES

Alternative Education

Problem Statement:

Many children cannot adjust to the public school structure or develop to their fullest potential within it. There is a lack of sufficient alternative programs of instruction free from limitations based on ethnic or racial background, religious beliefs, or economic and social status.

Goals:

Early identification of students for whom all or part of the regular school program is inappropriate will be accomplished with the aim of providing for the full development of all future citizens. Personalized, flexible instruction to all socio-economic groups through alternatives or supplements to the public school system will be instituted.

Methodology:

The City shall work cooperatively with local school officials to design alternative experiences that are compatible with the individual learning objectives of each student identified as a potential client for these alternatives. Cooperation might include the following:

1. Crisis intervention centers to head off potential involvement of students with the law;

Educational Services
Alternative Education
(continued)

2. Juvenile delinquency prevention and dropout prevention programs; and
3. Use of non-school facilities and resources to substitute for regular school settings.

EDUCATIONAL SERVICES

Bilingual Education

Problem Statement:

A crucial problem in schools is the lack of bilingual, bicultural curricula in at least predominantly minority schools. The dropout rates of Spanish-speaking and Indian children are much higher than for Anglo children. Increasing evidence indicates a continuing failure of public education to educate these children.

Goals:

Provision of bilingual, bicultural educational programs at all educational levels from preschool through adult/continuing education classes. Provision of special classrooms conducted by bilingual instructors who can use the students' native language until the students gain adequate knowledge of English.

Methodology:

The City of Santa Barbara will encourage:

1. Bilingual/bicultural teacher training and curricula development for the predominantly minority schools;
2. Efforts to prohibit discrimination against bilingual/bicultural children in school;
3. Multicultural training in all schools; and
4. Parent and community participation in the design and implementation of programs to positively affect attitudes and behavior.

EDUCATIONAL SERVICES

General Education

Problem Statement:

The high rate of dropouts in the elementary as well as the secondary grades and the lack of education in particular segments of the population, document the need to plan and implement educational programs that can provide relevant instruction for all students.

Goals:

Individual educational fulfillment to the limit of each person's potential must be assured. Equal educational opportunity for all, free from limitations based on ethnic or racial background, religious beliefs or economic and social status must be provided.

Methodology:

The City will encourage the following:

1. Educational opportunities so that each student can have equal access to the optimum educational conditions; and
2. Cooperation of the School Board and other agencies and institutions toward the alleviation of root causes of unequal educational opportunity, such as, segregated housing patterns.

EDUCATIONAL SERVICES

Special Education

Problem Statement:

There is a lack of adequate, quality education programs designed particularly to meet special needs of educationally deprived children in identified population groups. These would include the handicapped, young mothers, pregnant girls, and the trainable mentally retarded.

Goals:

The underlying philosophy of a special education program is to keep students in as near normal a situation as possible and meet State requirements that local schooling be provided for all students regardless of mental, emotional, or physical handicapping conditions.

Methodology:

The City of Santa Barbara will encourage and/or support the continuance and expansion of ongoing special education programs to be housed within the present school structures.

ENVIRONMENTAL CONCERNS

Problem Statement:

There exist within the City of Santa Barbara various concerns for maintaining and preserving a healthy, balanced environment. Concerns include water quality and quantity, air quality, noise pollution, solid wastes, urban habitats consisting of open space and stream environments, susceptibility to potential natural disasters--earthquakes, brushfires, flooding, and landslides--and the aesthetic assets unique to this City. The maintenance of a healthy, balanced environment will contribute to the enhancement of life--health, welfare, safety, an increase in pleasure, and stimulation of the economy.

Goals:

The City's resources will be preserved through conscious efforts in energy and water conservation, solid and organic waste reclamation, and auto and emissions control. Goals will be to eliminate and/or prevent slums, blight, and deterioration of our environment, especially the City's beaches and open spaces.

Methodology:

The City will protect open spaces and stream environments within the City and will encourage the following:

1. Educational programs involving the general public;
2. Establishment of an experimental center for introducing

Environmental Concerns
(continued)

energy conservation measures for home heating, and solid and organic waste reclamation;

3. City beautification and tree planting projects to promote development of urban horticulture;
4. General beach improvement and maintenance of quality beaches with capital improvements and physical plantings as necessary; and
5. Completion of various related, on-going projects as scheduled:
 - a. Preparation of a seismic safety element for the general plan;
 - b. Preparation of an optimum water use study, including wastewater reclamation;
 - c. Sewer reclamation due to infiltration due to age of sewer lines;
 - d. Completion of Eastside storm drain; and
 - e. Preservation of Bird Refuge.

HEALTH SERVICES

Alcohol Abuse

Problem Statement:

Alcohol abuse is considered nationwide to be the number one health problem. It is estimated that in Santa Barbara there are over 10,000 people who abuse their use of alcohol and are considered problem drinkers and/or alcoholics. Those most easily identified are those most easily seen--the skid row public inebriate. A major problem is early intervention in the progress of alcohol abuse, which becomes prevention of chronic alcoholism. Increased alcohol abuse among teenagers has reached extremely high proportions. In Santa Barbara alcohol abuse is inhibiting the physical, spiritual, mental well-being, and productiveness of residents.

Goals:

Acceptance of alcoholism as an illness is primary in the approach to management of the disease. In order to cope with the increasingly detrimental effects of problem drinking/alcoholism, there is a need for a comprehensive approach to program development to include case identification, prevention, education, treatment, and rehabilitation. Rehabilitation of alcoholics will be stressed and supported.

Methodology:

The City will take appropriate steps to encourage and/or implement the following:

Alcohol Abuse
(continued)

1. The continuance and expansion of on-going alcohol information, education, and rehabilitation programs so that adequate counseling and treatment can be available (including review and revision of zoning ordinances and construction codes, if necessary);
2. Coordination with existing program agencies for planning in the development of effective programs, to maximize utilization of the various available alcoholism prevention and treatment resources;
3. Serve as a model employer in terms of development and implementation of an employee assistance program designed to identify and refer to treatment and rehabilitation those employees whose job performance has been affected by alcohol abuse;
4. The development of an alternative to the present practice of incarceration for the public inebriate, in accordance with Federal legislation (the Uniform Alcoholism Act) and State legislation (The Lanterman-Petris-Short Act, Chapter 2; Involuntary Treatment, Article 1.5, Section 5172.1 of the Welfare and Institutions Code, State of California); and
5. The use of existing non-City sources of funds for the provision of services to alcoholics and problem drinkers. These funds include existing insurance programs, Medicare, Medicaid, Vocational Rehabilitation, and others.

HEALTH SERVICES

Drug Abuse

Problem Statement:

There are approximately 2,000 identified drug addicts in Santa Barbara County, most of whom reside in Santa Barbara City. This estimate does not include the substantial number of school-aged people involved in marijuana and related drug use. Not only is this addiction detrimental to the individual, but its City-wide repercussions, in terms of increased crime rate, are equally undesirable (50% of heroin habit is supported by drug abuse theft). Prevention through education and counseling should, therefore, be a legitimate concern of the City, as should treatment of current drug users.

Goals:

A comprehensive approach to program development, including case identification, prevention, education, treatment, and rehabilitation for drug users will be developed. Rehabilitation of drug users will be stressed and supported.

Methodology:

The City will take appropriate steps to encourage and/or implement the following:

Health Services
Drug Abuse
(continued)

1. The continuance and expansion of on-going drug information, education, and rehabilitation programs so that adequate counseling and treatment can be available (including the review and revision of zoning ordinances and construction codes, if necessary); and
2. Coordination with existing program agencies for planning in the development of effective programs to maximize utilization of various available drug abuse prevention and treatment resources.

HEALTH SERVICES

Emergency Services

Problem Statement:

There is a need for minimal-cost medical transportation services including emergency ambulance services in the Santa Barbara community. All persons and agencies need access to a minimum level of ambulance service, in addition to optimum public safety services for traffic injuries and serious accidents.

There is also a need for public education regarding alternative possibilities in specific situations. For instance, fire departments have inhalators available and provide rescue and emergency services.

Goals:

Citizens should be aware of the scope of medical transportation services that are available and the accessibility of these services in specific instances. Emergency services should be available to all segments of the population as needs arise.

Methodology:

The City will encourage and implement, where possible, the following:

1. Information and education services regarding the alternatives available for medical transportation services, including emergency ambulance services;
2. Increased communications between the providers of these services and the consumers; and
3. The availability of minimal cost emergency transportation and treatment services.

HEALTH SERVICES

Mental Health

Problem Statement:

A healthy mind is important to the well-being of an individual. The need for adequate opportunities for effecting good mental health needs to be recognized as an important concern in the total development of all citizens. There needs to be an awareness of the scope intended to include, but not be limited to, children's services, parent-child relationships, and inter-personal relationships.

Goals:

Citizens shall have an understanding of the scope of the mental health field, a field not restricted to crisis cases or the insane, but rather one which may be utilized for personal growth by all people. Needs of individuals for mental health services are to be identified and appropriate referrals made.

Methodology:

The City will encourage accomplishment of the following:

1. Coordination of services and programs among existing mental health-related social service agencies;
2. The expansion and/or development of neighborhood clinics where appropriate;
3. Advertisement of the availability and utility of mental health services;
4. The development of services to meet individual, family & community needs in terms of outreach, counseling, and follow-up; and

Health Services
Mental Health
(continued)

5. The provision of adequate bilingual services where appropriate.

HEALTH SERVICES

Physical Health Care

Problem Statement:

There exists in Santa Barbara a significant number of medically impoverished persons whose needs are unmet. This may be due to physical inaccessibility of provided services, language difficulties, socio-economic barriers, and/or non-responsive bureaucracies. Whatever the reason for this provision of services, it is a fact that adequate primary health care, venereal disease detection and treatment, family planning services, and communicable disease prevention and control are unreachable for large numbers of the community's population.

Goals:

Adequate provision of medical services to the many families and individuals who are confronted with various health problems must be guaranteed. Such services must be available at those times when most agencies are closed to the public, at facilities in the vicinity of the area of those in need or at ones which provide transportation services, and at facilities staffed by bilingual persons.

Methodology:

The City of Santa Barbara will encourage the following:

1. The expansion and coordination of existing neighborhood clinics which can provide well-baby care, family care

Health Services
Physical Health Care
(continued)

and planning, immunization, nutritional and preventive health education, and referrals at times convenient for the working patient;

2. The expansion of educational and counseling activities through larger staff and volunteer input training;
3. The identification of specific target populations for improved delivery of health services; i.e., urban Indians; and
4. The establishment of additional neighborhood health clinics within the City where substantial gaps in services are identified.

INDIVIDUAL AND FAMILY SERVICES

Bilingual Information

Problem Statement:

It is estimated that there are 10,000 people in Santa Barbara who do not speak English or have difficulty communicating in English. This communication difficulty handicaps their efforts for citizen participation as individuals, consumers, providers, and taxpayers.

Goals:

The community must be made aware that a language barrier does exist for many of its residents and that easily accessible translation and information-referral services must be provided.

Methodology:

The City will encourage and implement, where appropriate, the following:

1. The provision of a bilingual information and referral telephone service on available resources, social services, and various programs and agencies that provide assistance to people in need;
2. Communication in Spanish by television and radio, public interest information;
3. The development of a translation resource pool in conjunction with the South Coast area so a listing of languages and translators will be available for emergency use; and

Individual and Family Services
Bilingual Information
(continued)

4. The continuance of survival English and other classes that will promote increased use of the English language.

INDIVIDUAL AND FAMILY SERVICES

Coping With Bureaucracy

Problem Statement:

The inherent complexity of City and County governments results at times in fragmentation, lack of cooperation, duplication, and impersonal and ineffective delivery of services. The public tends to view bureaucracy as unresponsive to and isolated from public needs and demands due to its largeness and complexity. Such a view fosters feelings of alienation and frustration among the population which frequently leads to a rejection of social responsibility.

Goals:

Although such problems are inherent to bureaucracy, some of them could be relieved if more communication channels were opened. Government should not only become more receptive and responsive to citizen inputs but should encourage feedback.

Methodology:

The City will encourage and implement, where possible, the following:

1. Establish a demonstration project designed to explore means of improving the administration of government as it relates directly to the community and the provision of services to the public; and

Individual and Family Services
Coping With Bureaucracy
(continued)

2. The investigation of the need for providing a service facilitator or an ombudsperson as a direct link between the public and government.

INDIVIDUAL AND FAMILY SERVICES

Employment and Skill Training

Problem Statement:

With continuously high unemployment figures, there is an increased need for skill training and employment opportunities to assure that people have skills to match the jobs that are available. Many of the young, elderly, and underemployed, such as, single mothers, handicapped adults, and Spanish-speaking youths, could be independent and enter the social and economic mainstream if they had adequate training or retraining for available job opportunities. Lack of motivation, hope, and incentives, plus the lack of financial means perpetuates the poverty legacy which leads to unemployment.

Goals:

Fuller employment will be made possible through increased education, training, and counseling opportunities. Economic and business development will be pursued as it represents increased job opportunities.

Methodology:

The City will take appropriate steps to encourage and/or implement the following:

1. An employment program to provide low-income, underemployed or unemployed individuals with the necessary application and job interview skills;

Individual and Family Services
Employment and Skill Training
(continued)

2. Programs to assist the underemployed and unemployed in determining their career interests;
3. Assistance to the underemployed and unemployed in seeking and obtaining employment; and
4. Promotion of vocational rehabilitation services to the handicapped, including evaluation of the individual's vocational potential, work attitudes, attitudes toward work situations, employment barriers, and training potential.

INDIVIDUAL AND FAMILY SERVICES

Housing Opportunities

Problem Statement:

There exists a need for decent, safe, and sanitary housing in conforming neighborhoods, for all income levels in the Santa Barbara area. This includes adequate room per person distribution to alleviate overcrowded conditions. There is a severe shortage of well-constructed, low-cost housing units to meet the needs of the elderly, disadvantaged, and low-income segments of the population who now inhabit substandard dwellings. Based on the analysis of a consultant to the Santa Barbara City Redevelopment Agency, a minimum of 2,500 additional units are necessary immediately within the City of Santa Barbara.

Goals:

The provision of adequate housing within the existing goals of the population impact proposal should be assured for all people regardless of income, age, race, or ethnic background. All people should be assured an open and free choice of housing.

Methodology:

The City will take appropriate steps to encourage and/or implement the following:

1. Coordination of housing-related activities with existing regional agencies, housing authorities, and citizen groups, such as, the Housing Task Force; and

Individual and Family Services
Housing Opportunities
(continued)

2. To ensure maximum use of the Housing and Community Development Act resources for the expansion of housing resources.

INDIVIDUAL AND FAMILY SERVICES

Infant and Child Care Services

Problem Statement:

As the number of working parents rises, the need for reliable infant and child care services increases. These parents are often low-income and/or single-parent families. Since responsible, well-supervised care is essential to the healthy growth and development of young children, this kind of care should be available at nominal costs. There is an existing gap between the need for such services and the present response of government, industry, and private organizations to fill the need.

Goals:

Well-staffed, easily accessible, yet low-cost child care centers should be established throughout the community in order to allow family members at all financial levels the opportunity for further productivity and self-enrichment.

Methodology:

The City will encourage and implement, where possible, the following:

1. A review and revision of zoning ordinances and construction codes designed to facilitate the expansion and dispersal of day care services throughout the City;

Individual and Family Services
Infant and Child Care Services
(continued)

2. The establishment of a local coordinating committee for child care services and the development of comprehensive planning efforts for day care service provision; and
3. The development of a capability within the City organization to deliver day care programs to provide quality, extended day care for City employees and the community at large.

INDIVIDUAL AND FAMILY SERVICES

Senior Services Programs

Problem Statement:

Twenty-three percent (23%) of Santa Barbara's population consists of senior citizens sixty years of age and older. Because of a number of economic, psychological and social factors, many of these individuals are experiencing a progressive loss of mobility and an increased need for health care, proper nutrition, attention, and physical stimulation. What once was considered to be adequate retirement income has with eroding inflation become poverty level subsistence.

Goals:

The community must recognize the difficulties that are associated with the later stages of life and provide supportive social and rehabilitative services for the elderly.

Without some form of daily attention, many of the elderly cannot maintain themselves in their own homes, yet do not require or want the 24-hour service of a convalescent hospital or nursing home. Some do not have family or friends who are able to assist them with their needs, and others cannot afford the more expensive in-home care. By relieving their isolation and loneliness, the elderly would live independently for longer periods of time.

Individual and Family Services
Senior Services Programs
(continued)

Methodology:

The City will take appropriate steps to encourage and/or implement the following:

1. An alternative day care facility, including health and recreational services, physical activity, and shopping services;
2. The nutritious meal program with meal site and transportation services, and/or home-delivered, daily meals to the elderly; and
3. The continuing operation of a senior citizen job placement service to supplement their incomes and to foster feelings of productivity.

INDIVIDUAL AND FAMILY SERVICES

Services for the Handicapped

Problem Statement:

A portion of Santa Barbara's population consists of individuals with a handicap and/or physical impairment, such as, blindness, mental retardation, cerebral palsy, autism, or speech defects. Because these people have unique problems, they may need special consideration to develop and support life styles based on values of personal dignity and self-esteem.

Goals:

The public must be educated and motivated to accept handicapped people as they are--individuals entitled to opportunities for personal growth and development.

The community should be made aware of the needs of the handicapped and/or physically impaired and alternative ways to meet those needs.

Methodology:

The City will encourage and implement where appropriate:

1. An educational program detailing the needs of the handicapped and the various facilities in the Santa Barbara area that may meet those needs; and
2. The support, development, and increased availability of existing facilities for the handicapped.

INDIVIDUAL AND FAMILY SERVICES

Traffic and Transportation

Problem Statement:

There are several current problems associated with transportation within Santa Barbara. These include:

- noise, air pollution, and other adverse impacts associated with volumes of traffic;
- the availability and utilization of mass transit and other alternate forms of transportation;
- the availability of parking in areas of traffic;
- the need to conserve resources through the utilization of alternative transportation systems; and
- Increased use of bicycles and lack of sufficient bikeways can be a hazard to both vehicle and pedestrian traffic.

The inter-relationship of these problem areas with the general problem of accessibility as detailed for other areas of concern is apparent and merits consideration.

Goals:

Alternative forms of transportation which meet the destination and time needs of the population must be made available. Adverse traffic conditions, traffic hazards, and congestion must be reduced, as well as air and noise pollution. Planning and programming must include ways to reduce delay, inconvenience, gas and oil consumption, and individual accidents.

Individual and Family Services
Traffic and Transportation
(continued)

Methodology:

The City will encourage and/or support the following:

1. Programs and policies which include alternative or changed transportation technology, including bikeology--bicycle safety and bikeways;
2. The removal of Highway 101 traffic light impediments-- stops and starts create additional noise and air pollution;
3. Development and completion of various ongoing projects:
 - a. Removal of on-street parking,
 - b. Installation of signals and special turn lanes,
 - c. Creation of one-way couplets, and
 - d. Widening of streets and/or other "reasonable" improvements;
4. Exploration of various modes of inexpensive mass transit-- minibusses, dial-a-ride, trolleys--a coordination of all transportation systems.

INDIVIDUAL AND FAMILY SERVICES

Youth Services Program

Problem Statement:

Young people need constructive activities to which they can devote their energies. Without structured programs, those who cannot afford to invest in private enrichment activities are denied the opportunity to participate. Because these are characteristically young people from families who have consistently lacked sufficient attention and developmental resources, this inequity of opportunity is further magnified.

Goals:

To provide socially acceptable and meaningful roles for young people to encourage their involvement as responsible citizens, to support probation and court programs which provide alternatives to routine processing.

Methodology:

The City will take appropriate steps to encourage and or implement the following:

1. The continuance and expansion of existing organizational activities which stress self-awareness, concern for others, self-confidence, and pride;
2. Motivational techniques which allow young people to develop to their full potential;
3. The continuance and expansion of other existing youth serving agencies, youth service systems, and recreational programs;

Individual and Family Services
Youth Services Program
(continued)

4. Support continuance of teen groups and programs which sponsor and/or participate in projects and recreational activities, including programs directed toward children who are physically or mentally handicapped; and
5. Development of personal responsibility in organizational activities, counseling programs for youth, and coordination of services between schools and other agencies.

JUSTICE

Affirmative Action/Equal Opportunity Employment

Problem Statement:

There exists within the City of Santa Barbara an extensive underutilization of ethnic minorities and females in the work forces of both the public and private sectors. This underutilization is reflected both in the total number of ethnic minorities and females employed and throughout the various occupational categories existing in the City.

Goals:

All residents of the City of Santa Barbara should have an equal opportunity to seek and obtain employment in the various public and private industries within the City's limits.

Assuming the reality of equal employment opportunity, the various ethnic and sexual balances among the work forces of employers in the City should reflect progress toward achieving the representation of ethnic minorities and females in the general City population.

Methodology:

In order to accomplish the goals of equal employment opportunity and affirmative action, the City of Santa Barbara will:

1. Serve as a model employer in terms of equal employment opportunity and affirmative action;

Justice
Affirmative Action/Equal
Opportunity Employment
(continued)

2. Implement a program designed to achieve ethnic and sexual parity in its own work force as soon as possible and by July 1, 1984, at the latest;
3. Provide adequate staff and fiscal resources necessary to accomplish affirmative action goals and actively monitor the program's progress;
4. Encourage the concepts of equal employment opportunity and affirmative action in the private sector of the economy by making it a condition of City contracts and awards for non-personal services that the contractee adopt and activate equal employment opportunity and affirmative action programs; and
5. Utilize to the fullest extent possible its employee training programs for the provision of necessary skills to qualifiable minority and female candidates.

JUSTICE

Consumer Affairs

Problem Statement:

Often consumers feel the frustration of receiving defective merchandise or inferior services but think that any attempts to gain corrective action would be futile. Yet, as the consumer movement gathers strength and becomes organized, consumer rights are being acknowledged. Most consumers are not aware of the local, state, and federal enforcement and regulatory agencies relating to consumer protection.

Goals:

The rights of consumers need to become more widely recognized so that the consumer is no longer victimized.

Methodology:

The City will encourage or support, where appropriate, the following:

1. Mass consumer education and direct consumer advice and guidance for the individual;
2. Education, including information about services for the quality control of consumer goods and products, services for protection against unfair trade practices, programs providing consumer safety standards, and recourses open to the consumer for processing complaints and obtaining redress;
3. Coordination with other social service agencies for provision of educational materials;

Justice
Consumer Affairs
(continued)

4. Expansion of services to the consumer for processing and investigating complaints and obtaining consumer redress; and
5. Education regarding the various enforcement and regulatory agencies providing advice, information or appropriate referrals relating to consumer problems.

JUSTICE

Legal Assistance

Problem Statement:

As recognized by the State Bar Association, the Santa Barbara County area has a significant number of low-income people who are not presently receiving legal assistance and representation because they are unable to afford private counsel. With 13.4% of the population below the federal poverty line, Santa Barbara has only two and one-half (2½) attorneys to handle its legal services program. It is estimated by local poverty law attorneys that a total of five (5) attorneys are needed as a minimum. Thus, the program is unable to meet the legal needs of individuals, such as, low-income minority residents, the elderly low income, and the involuntarily low-income students. There is also a lack of adequate legal services which include assistance from and representation by qualified legal interpreters for the judicial system.

Goals:

There should exist within Santa Barbara a properly staffed, geographically accessible legal aid service with at least five (5) full-time attorneys. Such an expanded service could better deal with civil matters as well as broader social concerns, such as, the protection of human and civil rights.

Justice
Legal Assistance
(continued)

Methodology:

The City will encourage and support the following:

1. Expansion of existing legal services to provide additional attorney support in accordance with the per capita ratio of attorneys as determined by the State Bar Association survey;
2. Establishment of neighborhood law offices as community needs dictate; and
3. Establishment of legal education programs which foster an understanding of and respect for laws and legal system.

LEISURE SERVICES

Cultural Enrichment

Problem Statement:

Exposure to the arts can be horizon-broadening and educational. It is, however, inaccessible to some segments of the population.

Goals:

There is a need to design art, music, dance, and dramatic programs to reach as many people as possible.

Methodology:

The City will encourage participation in and/or support of the following:

1. The expansion and coordination of existing cultural arts programs of the City Recreation Department;
2. Maintenance of museums and associated educational centers to facilitate interaction with the schools and instruction for students; and
3. Expanded after school and summer courses--tours, talks, planetarium shows, visits to schools, and special classes.

LEISURE SERVICES

Parks

Problem Statement:

There is a need to develop a more balanced system of parks and recreational facilities which would increase the availability of accessible, well maintained open spaces for enjoyment by the City's population.

Goals:

To provide adequate, functional park areas to assure sufficient park space, accessible to all elements of the community.

Methodology:

The City will take appropriate steps to encourage and/or implement the following:

1. Completion of various related, ongoing parks projects;
2. Completion of the Parks and Recreation Master Plan;
3. Implementation of the Parks and Recreation Master Plan;
4. Investigation of some provision for leisure services counseling; and
5. Maintenance and expansion of existing parks, including consideration of City beaches as potential sites for further development.

LEISURE SERVICES

Recreation

Problem Statement:

It is recognized that recreational activities increase individual creativity and otherwise enhance health and living in general for all community members.

Goals:

There is a need to provide recreational activities for all City residents ensuring that all segments of the population are served.

Methodology:

The City will take appropriate steps to encourage and/or implement the following:

1. Completion of a City Parks and Recreation Master Plan;
2. Implementation of the Parks and Recreation Master Plan;
3. The continuance and expansion of ongoing programs, such as, after school programs;
4. Sports clubs, such as, soccer and football clubs;
5. Low-cost marine recreation; and
6. General productive recreational use of the area's natural facilities, such as, beaches and mountainous areas.

PUBLIC SAFETY

Crime Prevention

Problem Statement:

The incidence and resulting fear of crime is increasing. There is a need for increased involvement by the public in crime prevention and also in the efforts of the criminal justice system to prevent crime.

Goals:

Improved education and training of both the public and criminal justice personnel on crime prevention strategies and avoidance measures need to be provided.

Methodology:

The City will encourage and/or implement the following:

1. A review and revision of existing building codes and ordinances to ensure security requirements are included;
2. Use of building design to reduce the opportunity to commit crime (placement of doors, windows, elevators, and lighting);
3. Improvement of lighting conditions to meet community needs;
4. Establishment and/or expansion of crime prevention programs;
5. Expansion of job opportunities for offenders and ex-offenders and removal of employment barriers;
6. Conceptually innovative programs, such as, neighborhood group homes; and

Public Safety
Crime Prevention
(continued)

7. Provision of a representative police force in terms of the City's ethnic make-up.

PUBLIC SAFETY

Police

Problem Statement:

There is a disparity between the ways the police view their purported reason for being--public service--and the ways society views the police officer in his/her role. In Santa Barbara, as in most communities, the relationship between the police and the public needs improvement.

Goals:

To reduce disparity between the opposing views and to improve and increase positive relationships between the police and the community.

Methodology:

The City will continue and expand, where possible, the following:

1. Police-related educational programs involving the general public;
2. Continual improvement and updating of the police community relations function;
3. Encouragement of local recruitment and training programs for police officers;
4. Continuance of proven successful programs with major emphasis in crime prevention; and
5. Review and revision of existing ordinances and codes for protection and provision of open spaces as it relates to police protection and crime prevention.

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